

**What Is Claimed Is:**

1. A floor mat assembly comprising:  
a floor mat frame;  
a non-tacky insert configured to be received within said frame; and  
a tacky insert configured to be received within said frame.
2. The floor mat assembly of claim 1, wherein said frame comprises a perimeter forming a channel for receiving said non-tacky insert.
3. The floor mat assembly of claim 2, wherein said channel includes teeth.
4. The floor mat assembly of claim 1, wherein said frame includes a backing material for backing said non-tacky insert.
5. The floor mat assembly of claim 4, wherein said backing material includes spaces therein.
6. The floor mat assembly of claim 1, wherein said frame includes an area comprising anti-slip components.
7. The floor mat assembly of claim 6, wherein said tacky insert comprises apertures for receiving said anti-slip components.
8. The floor mat assembly of claim 1, wherein said tacky insert comprises a plurality of tacky sheets.

9. A floor mat assembly, comprising a plurality of components which may be assembled to receive a non-tacky insert and a tacky insert.
10. The floor mat assembly of claim 9, further comprising a non-tacky insert configured to be received within said assembled components.
11. The floor mat assembly of claim 9, further comprising a tacky insert configured to be received within said assembled components.
12. The floor mat assembly of claim 9, wherein said plurality of components comprises perimeter sections for forming a perimeter of said assembled components and receiving said non-tacky insert.
13. The floor mat assembly of claim 12, wherein at least one of said perimeter sections comprises a recess for receiving an end portion of said tacky insert.
14. The floor mat assembly of claim 9, wherein said plurality of components comprises a backing section for backing said non-tacky insert.
15. The floor mat assembly of claim 14, wherein said backing section comprises anti-slip components.
16. The floor mat assembly of claim 15; wherein said tacky insert comprises apertures for receiving said anti-slip components.
17. The floor mat assembly of claim 9, wherein said plurality of components comprises corner sections for connecting others of said components.

18. The floor mat assembly of claim 9, wherein said plurality of components comprises a U-shaped section configured to receive a backing section for said tacky insert.
19. The floor mat assembly of claim 18, wherein said U-shaped section comprises opposing channels, one of said opposing channels being configured to receive said backing section, and the other of said opposing channels being configured to receive said non-tacky insert.
20. The floor mat assembly of claim 19, wherein said channel configured to receive said non-tacky insert comprises teeth.
21. A floor mat assembly, comprising:  
a plurality of perimeter sections;  
a backing section connectable to said perimeter sections;  
a plurality of corner sections connectable to said perimeter sections and backing section;  
a non-tacky insert configured to be received within said perimeter sections; and  
a tacky insert configured to be received on a area of said backing section.
22. A floor mat assembly, comprising:  
a plurality of perimeter sections;  
a U-shaped section connectable to said perimeter sections;  
a backing section connectable to said U-shaped section;  
a plurality of corner sections connectable to said perimeter sections;  
a non-tacky insert configured to be received within said perimeter sections; and  
a tacky insert configured to be received within said U-shaped section.
23. A floor mat comprising:

at least two tacky areas separated by an inner non-tacky area, each of said tacky areas being adjacent on an inner side thereof to said inner non-tacky area, and on an outer side thereof to an outer non-tacky area.

24. The floor mat of claim 23, wherein each of said tacky and non-tacky areas is sized to receive at least one adult shoe.

25. A floor mat comprising a surface for cleaning a person's shoes, wherein the surface consists solely of a tacky material comprising apertures for anti-slip features.

26. The floor mat of claim 25, wherein the tacky material comprises a plurality of tacky sheets.

27. The floor mat of claim 26, wherein each of said tacky sheets comprises a pull-tab for separating said each sheet from said plurality.

28. A method for commercially distributing user-configurable floor mats, comprising:  
providing a plurality of components which may be assembled into a floor mat, wherein a user may select from among said plurality of components to assemble at least one of a plurality of distinct floor mat configurations; and  
distributing selected components to said user.

29. The method of claim 28, wherein said user may select from among a plurality of colors for said components.

30. The method of claim 28, wherein said user may select from among a plurality of materials of said components.

- a public catalog.